

Jan - Mar 2014

bathroom + kitchen today

FUTURISTIC KITCHENS

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**EXCLUSIVE
INTERVIEWS**
*Duravit, Sabaf, Peter Zec
& Guy Savoy*



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099 COVER STORY

Futuristic Kitchens

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Dear Readers

2014 seems like a promising New Year does it not?

Trends. Trends. Trends. That's right, I've said it three times and as the saying goes, the third time's the charm. From black and edgy themes, to eco-friendly tiles, sophisticated bath fixtures and futuristic kitchen concepts- these trends are just the tip of the iceberg for the New Year.

The Black & Edgy special feature cements the concept of the colour black as a timeless element in both bathroom and kitchen spaces. Speaking of timeless, it seems that the eco trend is also here to stay as the Green Craze surface story suggests.

Meanwhile, our Fixture Fixation bathroom feature traces the development of plumbing fixtures and provides a 'how to' guide on how to go about selecting the ideal fixtures for your bathroom. In kitchen spaces, GE gives us a glimpse of what our kitchen would look like in 2025. This issue also features exclusive interviews from Prof. Dr. Peter Zec, initiator of the prestigious Red Dot Design Award, Prof. Dr. Frank Richter, CEO of Duravit, Alberto Bartoli, CEO of Sabaf, and world-renowned Chef Guy Savoy.

From Singapore to Milan and Las Vegas, our latest issue also present shows that unveil the latest products the design, bathroom and kitchen industry has to offer. 100,000 visitors once again affirmed Cersaie 2013's position as the leader of ceramic tiles and bathroom furnishing. Meanwhile, 100% Design Singapore- the first, curated exhibition in Southeast Asia for contemporary interiors, ended with resounding success. Hopefully, show previews of the upcoming KBIS 2014 and Maison&Objet 2014 will also pique your interest.

With that, on behalf of BKT, we thank you all for continuous support and we wish you all a great 2014!

Francesca Carrillo
Editor

How about a new bathroom



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INTERIOR AFFAIRS UNVEILS NEW BATHROOM EXPERIENCE CENTRE



Interior Affairs, the bathroom experts offering Singapore's widest range of European bathroom solutions under one roof, unveiled their new experience centre at Hoy Fatt Road in October 2013. The relocation is part of a series of strategic changes by parent company Hydro Style following its recent acquisition by Cordes and Graefe 1921 GmbH.

The new Interior Affairs Bathroom Experience Centre offers a more convenient location for customers. It also provides a fresh design concept and showcases Interior Affairs' growing range of European bathroom solutions. The new 18,000 square feet showroom features various 'brand corners' that house 16 European bathroom brands including Roca, Grohe and Art Ceram, to inspire customers and offer them a wider range of products and choices.

René Maan, Managing Director of Hydro Style and Interior Affairs, said, "The new Interior Affairs Bathroom Experience Centre will help customers visualise and design their bathroom with high-quality European fittings. We believe that the showroom will not only inspire architects and interior designers to create the perfect bathroom for their clients, but also help homeowners to design their dream bathroom with assistance from our expert consultants."

In conjunction with the opening of the Experience Centre, Hydro Style and Interior Affairs also welcomed two new brands to expand its growing portfolio of European bathroom solutions.

This includes Dornbracht, the German pioneer and leader in the bathroom industry that was recently ranked number two in the top fifty German luxury companies in the Luxury Business Report. Dornbracht is also globally renowned for its progressive designs and premium quality, and for its award winning innovative products such as the highly acclaimed Horizontal Shower.

Another notable international brand that has been added to Hydro Style and Interior Affairs' portfolio is Villeroy & Boch, a brand known for its high-quality sanitary and bathroom interior products. In addition, Villeroy & Boch will launch their 'La Belle' collection at Interior Affairs. The 'La Belle' collection is inspired by the Romantic Period, reflected in its decorative ornaments, floral forms and delicate curves.

"We are thrilled to welcome these new bathroom brands, internationally recognised for their strong innovation and trend-setting designs. The addition of Dornbracht and Villeroy & Boch will enable Interior Affairs to continue to offer the widest range of high quality European bathroom products, services and solutions in Singapore," added René Maan.

Interior Affairs is a bathroom experience centre offering Singapore's widest range of European bathroom solutions under one roof. Customers can find an expert team of bathroom consultants who are passionate about helping homeowners and interior designers find the right bathroom solutions to suit their lifestyles or their clients' needs at Interior Affairs. Interior Affairs offers not only the widest selection of European bathrooms in Singapore, but also delivers personalised in-house end-to-end service, from consultation to after sales. Their portfolio of 16 European bathroom brands includes Dornbracht, Grohe, Roca, and Cosmic.

Interior Affairs is a subsidiary of Hydro Style, the leading trusted partner in Singapore for quality bathroom products, services and solutions. Hydro Style partners with property developers, hotels, interior designers and contractors in Singapore for mid to large-scale residential and commercial developments.

For more information, visit www.interior-affairs.com.sg.



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A SUCCESSFUL TOTO TECHNOLOGY SHOWCASE EVENT

Toto Asia Oceania held a unique event showcasing their latest technologies on 8th November 2013 at their new Technical Centre at Level 11, 10 Eunos Road. It was the first event held at the Toto Technical Centre Singapore and the media was invited to witness Toto's latest cutting-edge technologies.

The event opened with a speech by Toto Asia Oceania's President, Mr Kazuo Watanabe, followed by an artistic movie introducing Toto's revolutionary technology, Actilight. The guests then embarked on an informative tour of the Technical Centre, witnessing never-before-seen mechanisms such as the triple-jet Tornado Flush, the air-infused water-saving Aerial Shower, and the first ever self-cleaning toilet that harnesses the powers of light and photocatalysts to decompose visible and invisible waste particles. Toto tour guides expertly explained each technology and encouraged guests to feel the enlarged droplets of Aerial Shower and observe the decomposition power of Actilight technology.

The gourmet restaurant, Gattopardo, featuring the famed Sicilian Chef, Lino Sauro, catered lunch. Chef Lino, with over 25 years of culinary experience, brought a touch of Italian refinement to the event with his authentic Sicilian dishes with varying depths of flavours and textures. The eclectic spread of delicious canapés and entrees featured the most popular dish of the afternoon, the risone pasta with braised octopus and bone marrow.

The event closed with a speech by the Managing Director of W. Atelier Pte Ltd, Mr Gani Atmadiredja, followed by an explanation of the novelty items. All guests received their very own Toto Aerial Hand Shower to experience for themselves, the wonders of the air-infused technology.

For more information, visit www.watelier.com.



Guests observe the UV light feature of Actilight technology on the TOTO Neorest Le II



THE ROCA GALLERY OPENS ITS DOORS IN CHINA

Roca has inaugurated a new Roca Gallery in the cosmopolitan city of Shanghai. Opened in June 2013, the Roca Shanghai Gallery stands testimony to the brand's commitment to making its philosophy and its products more accessible to all members of the public.

Designed by Barcelona's Francesc Rifé Studio, the new space joins Roca's existing Galleries located in four cities (London, Lisbon, Madrid and Barcelona) that are benchmarks in the worlds of architecture, design and trendsetting. In addition to raising awareness of the brand's global nature around the world, the Roca Shanghai Gallery provides a forum for the ongoing dialogue between society and professionals who share the company's concern and passion for evolving the bathroom space.

"Shanghai is a strategic business hub that offers countless opportunities. Ever since its arrival in the Asian market in 1999, our brand has been committed to bolstering its presence there by adapting itself to local needs and idiosyncrasies. The Roca Shanghai Gallery provides a further clear example of this

commitment and aims to become a benchmark meeting point for sector professionals," said Xavier Torras, Roca Group Brand & Communication Director.

An interactive space open to the public, Architects Francesc Rifé Studio developed the Roca Gallery concept based on a space with a symmetrical floor plan that is irregular in form. The challenge was to create a space with a personality all on its own that could offer easy and fluid routing for the public, while being completely integrated into its surroundings and in continual dialogue with society.

One of the key design concepts that characterised the building is its impact at street level. This effect was achieved by means of a concept that contrasts day and night. During the daytime, the glass façade plays host to a range of product display modules. Come nightfall, a number of translucent screens are deployed, hiding the displayed products and screening. The building's façade provides an evocative, fascinating element that captures the public's attention at all times. The Roca Shanghai Gallery



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features a central access door that leads to a room containing all the audiovisual equipment that accompanies visitors on their tour of our history and milestones and on their discovery of Roca's values: innovation, design, sustainability and wellness. To illuminate this area, a huge mesh of light, based on suspended luminaries, has been created.

The new space has been designed as a key tool in conveying Roca's philosophy, history and values. It also displays Roca's product innovations and promotes the brand's commitment to people and the environment.

For more information, visit www.roca.sg.

GROHE HIGHLIGHTS AT THE WORLD ARCHITECTURE FESTIVAL



The World Architecture Festival (WAF) opened its doors to the public for the sixth time at the Marina Bay Sands Hotel, Singapore late last year. Once again in attendance as a WAF founding member and sponsor, Grohe presented highlights from its Grohe Spa range alongside its Grohe Blue and Grohe Red kitchen faucets.

"Being a founding member of the World Architecture Festival, we are gratified to see that WAF has emerged as an important event for the global architecture community over the past six years," said Jan Peter Tewes, Senior Vice President Global Marketing Grohe AG.

"We used the event as a platform for presenting attractive

innovations from our Grohe range to an international professional audience. In addition, we also resumed our role as sponsor of WAF's most important award 'World Building of the Year 2013', which celebrated a forward-looking design idea."

Grohe Spa Innovations for Private Daily Indulgences

WAF provided the stage for the launch of Grohe Spa Ceramics. The new ceramics products, which are part of the Grohe Spa range, will initially be piloted exclusively in the Asian region. Grohe has developed three ceramics collections that comprise of washbasins, bathtubs, shower trays, toilets and bidets to match its Grohe Ondus, Allure and Atrio faucet lines. The new collections catered to the desires of users for a completely coordinated bathroom.

CASA



Echoing the styles of the faucets and fittings, these ceramic elements allow the designer to create meticulously coordinated bathroom interiors. The products' excellent functionality is highlighted by unique features such as an aperture in the head section of the bathtub, or a wash basin with a stepped bowl that reduces the volume of water required to fill it.

"Translating the design concepts of faucets to the new ceramic material was an exciting task which resulted in three product lines for bathrooms whose consistently coordinated decors make a compelling aesthetic statement," says Paul Flowers, Senior Vice President Design at Grohe AG.

Grohe also launched Grohe Spa Ceramics, a complementary range of products that transform home bathrooms into a haven of relaxation. The collection helps users create a unique home spa environment and ambience.

"With the Grohe Spa Ceramics collections, you are assured of the same premium quality, precision and attention to detail as you have come to expect from Grohe's range of sanitary and bathrooms fittings," said Paul Flowers.

"Our award-winning designs combined with an excellent balance of innovation, quality and functionality give our customers excellent investment value that comes with practicality while preserving a

high level of commitment to aesthetics and personal preferences."

The functional home bathroom can be transformed into a tranquil, serene retreat with Grohe's latest range that allows users to design a spa bathroom according to their personal preferences. Some of these choices include deluxe Grohe wall-mounted, desk-mounted and even floor-mounted faucets, and a complete range of integrated custom showering solutions.

Grohe Spa Ceramics' three collections, Grohe Ondus, Allure and Atrio, convey balance and harmony with the use of four simple geometric shapes such as the rounded oval, square-rectangular and circle. In addition, Grohe also used WAF as a high-profile platform for the presentation of the Grohe Grandera design collection that was recently added to the Grohe Spa range. Grandera is line of premium faucets that blends timeless aesthetics with nostalgic touches while affirming a modern sensibility.

Grohe Blue and Grohe Red: For the Stylish Home Chef

For the kitchen, Grohe presented its innovative Grohe Blue and Grohe Red water systems. While Grohe Blue supplies freshly filtered and chilled water, Grohe Red allows the drawing of boiling hot water straight from the faucet.

For more information, visit www.grohe.sg.

DURAVIT OPENS FIRST TRAINING CENTRE IN SINGAPORE



Ribbon cutting ceremony. (From left) Head of Sales Albrecht von der Groeben, Deputy Head of Mission Dr. Norbert Koch & Duravit CEO Prof. Dr. Frank Richter

Early November 2013 marked the opening of Duravit AG's first Training Centre in Singapore. On a site of around 110 m², the manufacturer and outfitter of designer bathrooms has three training areas covering all the Duravit products that are relevant for the market.

Duravit AG has had its own sales office in Singapore since 2008. The location of the Training

Centre was deliberately chosen to enable the company to continue to develop its good market position in Asia. The city-state has a well-developed infrastructure, stable economic growth and steady demand, making it an ideal gateway to Asia.

To supplement the seminars at eleven international locations, including the Duravit Design Centre at the company headquarters in Hornberg, Germany, Duravit is now in a position to offer training courses in Singapore. The Duravit team provides a professional seminar programme for customers and expert presentations and guided tours for architects. The focus is on demonstrating and highlighting the company's design, innovation and technology.

"The new Duravit Training Centre offers our customers and partners in Asia the possibility of intensifying their expert knowledge," says Markus Greiwe, head of Duravit Singapore and director of the Training Centre. "The seminars help our customers to become more competitive, as we can provide them with the latest information on new product developments in a practical context."

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At the entrance to the Training Centre, Duravit presented new series like Happy D.2 from sieger design, the DuraStyle range by Matteo Thun along with timelessly modern design classics by Philippe Starck. The shower-toilet models of the Starck 2 and DuraStyle ranges were also on show.

The tub and wellness area is also attractively designed. Products such as the Blue Moon pool or the Inipi sauna from the EOOS design team are shown in a practical setting so that visitors can really see and experience how they work.

Stand-alone ceramic items like toilets and washbasins are the main focus in the third area. The sustainable Architec Dry urinal is shown together with washbasins from the Vero and 2nd floor ranges.

About Duravit Seminars and Training Courses

For 23 years now, Duravit has been offering 40 different training programmes for customers, architects and trade experts



at 12 international sites: Hornberg and Meissen in Germany, and in Austria, Switzerland, Italy, Spain, Belgium, UK, USA, Egypt, China, and from November 2013, Singapore. The seminars are in the form of workshops and emphasise practical applications, dealing in particular with subjects such as determining demand, bathroom planning and design, and targeted and sales-oriented presentation.

For further information, visit www.duravit.sg.

MUSEUM HOMES OPENS THEIR FLAGSHIP SHOWROOM



Museum Homes opened their flagship show room in late November 2013 at Sime Darby Centre, Singapore. Media, press, bloggers and valued clients were invited to the exclusive event. Museum Homes is a distinctive interior firm that has pushed the boundaries of styling, design, formation, and structure. Being able to push the boundaries and thinking out of

the box, they have come up with a one of a kind, idea: Where Art Meets Architecture.

Pop Art appeared to be experiencing a revival of sorts with major retrospectives of the period's iconic talents—Roy Lichtenstein, Claes Oldenburg, Robert Indiana. The concept's main themes

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were based on ideas that flourished during the 1950s–70s: celebrity, mass production, social issues, media, and technology. Museum Homes have brought in Andre Tan, a known pop art artist to give architecture a different twist.

Andre Tan has been transforming any form of structure from art pieces into pop art. Cartoon superheroes, advertising copy and real-life photographs are distilled into attention-grabbing tableaux of the bold and the beautiful. These art pieces, ultimately find their way into posh homes and condominiums where they function as eye-catching retablos.

Blending Art and Architecture is edgy and individualistic. Their approach to interior designing is what differentiates them. Art and Architecture forms a whole new idealism to their portfolio, where clients can truly appreciate art from the comfort of their home.

Museum Homes have also collaborated with four interesting partners for their upcoming projects. They are working with Bulter's Pantry, A.Muse, Chalk and Gaggenau. With the combined efforts of various partners, clients get to enjoy a different style of interior designing with great chemistry mixing art and interior. Thus, throwing a different ball game into the interior designing industry, clients receive workable, one of a kind designs and results.



The Team

Eddie Ng is a former RSAF Pilot and also the owner of Phyto Hair Science. He joined Museum Homes in 2013 with the goal of bringing the company to greater heights.

Kam KC, having 30 years of experience in the business under his belt, managed to build a strong reputation as an inventive carpenter. Kam has moulded and crafted each design project with creativity and passion and Museum Homes has grown tremendously over the past eight years under his guidance.

Alex is an interior consultant. With 13 years of experience, he has managed to develop an impressive portfolio and his major projects have been featured in the media. Being one of the most skilled interior designers in Singapore, Alex has been able to transform Museum Homes to the establishment it is today.

Museum Homes is the leading interior trendsetter with workable designs and aesthetics. They are the ultimate solution to interior design.

For more information, visit museumhomes.com.

WATER HEATING TECHNOLOGY GIANT A. O. SMITH TO SET NEW STANDARDS IN SINGAPORE

In response to the growing demand for high efficiency hot water systems in South East Asia, A. O. Smith has decided to enter the Singaporean market through the appointment of Magnum Contracts as their sole distributor. Through their current network of wholesale activities, Magnum Contracts can apply a keen understanding of the market to the development of the A. O. Smith brand. The company's presence in one of the most connected countries in the region will allow stores to significantly expand their region-specific product offerings and to improve inventory availability at the local store level. The strategic location placement allows A. O. Smith to focus on their customers, a primary reason for their continued success.

The A. O. Smith presence aims to introduce a new range of water heating technologies that are not marketed in Singapore

despite the growing emphasis of green products and processes. Common energy saving features such as varied heating options for optimal energy consumption are unheard of in the current residential storage water heater product offering in Singapore. For a technologically advanced nation, local residents are mostly getting only basic water heating products, with no significant energy saving features in them.

A. O. Smith is set to heighten the awareness of high efficiency water heating solutions in South East Asia through the retail customer, starting with Singapore. In a sea of myriad products, taking the time to 'educate the consumer' is a sincerity that customers today appreciate. End users want to know what they are purchasing and how their products save energy. Few local retailers can explain this. Instead, the market engages in price



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wars over undifferentiated water heating systems, hurting the industry and eventually the consumer with falling quality and service standards.

The end result of markets riddled with price wars is frustration in the discerning green consumer in Asia. A. O. Smith intends to reverse this trend. The A. O. Smith retailer in Singapore undergoes specialised training in the field of water heating and is constantly receiving support from A. O. Smith technology centres around the world. A. O. Smith will be a one-stop resource for green water heating technology in Singapore, providing end consumers with valid and updated information so they can set aside other companies who claim to be eco-friendly.

Besides their emergence into the retail scene, A. O. Smith will also market their commercial range, which has only recently

become available to South East Asia through Singapore. A. O. Smith offers its customers a competitive advantage in that the company designs, builds, distributes and field supports the world's broadest and deepest line of commercial water heater and boilers. This single-source concept simplifies ordering, installation and service and is backed by more than 70 years of research and innovation.

A. O. Smith Water Products Company is headquartered in Ashland City, Tennessee, home of the world's largest water heater factory. The A. O. Smith network includes five manufacturing facilities in North America, plus plants in Nanjing, China and Veldhoven, The Netherlands. The company is currently the largest water heater manufacturer in the world.

For more information, visit www.aosmithsingapore.com.

HAFARY CELEBRATES GALLERY GRAND OPENING



Ribbon Cutting Ceremony by Mr Eric Low (CEO of Hafary) and Mr Low Kok Ann (Chairman of Hafary)



Mr Eric Low (CEO of Hafary) and Mr Low Kok Ann (Chairman of Hafary)

Hafary, the leading supplier of building materials, is proud to announce the grand opening of the Hafary Gallery at 105 Eunos Avenue 3, Singapore in late November 2013. The Hafary Gallery is the brand's third showroom in Singapore, following two other showrooms in Balestier and Tradehub21. The grand opening attracted more than 1000 distinguished guests, including developers, architects, designers and contractors.

The opening of the Hafary Gallery is a significant milestone for Hafary.

"The Hafary Gallery symbolises Hafary's vision for surface and bathroom retailing in Singapore and is able to respond and satisfy the diverse needs related to architecture and space promptly. It delivers a world class experience, providing the absolute best and latest in surfacing and bathroom solutions," said Mr Eric Low, the Chief Executive Officer of Hafary Holdings Limited during the opening speech.

To celebrate, Mr Eric Low, together with Mr Low Kok Ann, Chairman of Hafary Holdings Limited, did the ribbon cutting to

declare the opening of the showroom.

After the ceremony, guests explored the stunning showroom. They experienced and felt the sensuality and authenticity of the premium building materials from Hafary. This included a wide range of tiles, mosaic, stone, wood and sanitary ware and fittings. They were fascinated by the wide array of materials that were available and were deeply inspired by the various mock-ups in the showroom. The guests were at the same time, invited outside to savour and enjoy signature cuisine specially served with red wine and beer. The event also created an opportunity for the industry leaders to gather, communicate, share and exchange ideas.

Covering 23,000 square feet, the Hafary Gallery showcases over 4000 products sourced from around the world. Over the years, the brand has grown leaps and bounds and has thus, marked a distinctive presence in the home industry.

For more information, visit www.hafary.com.sg.

BATHROOM WAREHOUSE OPENS IN SINGAPORE

Bathroom Warehouse is an all-new, one-stop retail concept in Singapore that caters to all things related to the bathroom- be it design, renovation, refurbishment or replacement needs. Bathroom Warehouse is a subsidiary of Wan Tai & Co Pte Ltd and Bathroom Gallery, which have been in the bathroom industry for more than 30 years. The new set-up is located in the same premises of Wan Tai building (at 25 Changi South Ave 2, Singapore) in the third floor occupying over 3500 square feet of retail space.

Bathroom Warehouse introduces a new retail experience in offering 'Premium Designer Bathroom Products at tremendously Affordable Prices'. With a vast display of products ranging from water closets to wash basins, mixers to mirrors from the smallest of accessories to bespoke suites- Bathroom Warehouse strives to provide a comprehensive, time-saving shopping experience. Bathroom Warehouse also features mock-up bathrooms and even has an in-house technician on standby to attend to queries and provide the best solution to any bathroom issue.

With the range of quality products, value for money plus the added convenience of shopping online, Bathroom Warehouse is bringing better bathrooms to the local market. Ample Free parking space, easy access from the ECP or PIE expressways in Singapore, and an online portal await customers. Architects, interior designers, contractors or homeowners will find that they can find a solution to any of their bathroom needs at the Bathroom Warehouse.

For more information, visit www.wantai.com.



DESIGN EXCELLENCE IN ALL CONCEIVABLE AREAS, RED DOT IS LOOKING FOR THE BEST PRODUCTS IN 2014

For almost 60 years now, Red Dot stands for belonging to the best products from various areas of the industry. A new round is about to start for evaluating which products are groundbreaking in an international comparison and will receive the sought-after quality seal. The starting signal for the Red Dot Award: Product Design 2014 was given in November 2013 – companies and designers are encouraged to enter their current achievements.

In the Red Dot Award: Product Design 2013,

designers, architects and manufacturing companies from 54 countries submitted almost 4,700 of their best products – clear proof of the international relevance of the competition. In 2014, a total of 23 product categories ranging from interior design to 'Babies and children' and consumer electronics cover the entire spectrum of modern design.

To stand out from the crowd, every participant has to fascinate the international Red Dot jury with outstanding



design quality and innovative solutions. In a conscientious jury session, the more than 30 experts discuss and evaluate every single product live and on site in Essen, Germany. Only the most convincing projects receive the renowned Red Dot and play in the top league of design.

“The importance of a competition is defined only by its credibility. Clear criteria for granting awards, jury members with integrity as well as excellent framework conditions for product presentation are the characteristics of the Red Dot. With the great reliability that these factors ensure, our award has been uncovering design excellence in all conceivable product areas for a period of almost 60 years now,” said Red Dot initiator and CEO Prof. Dr. Peter Zec.

The laureates of the Red Dot Award: Product Design 2014 will gain the respect of the international design scene as well as the highest degree of attention for outstanding design quality: On 7 July 2014, Red Dot will officially honour the best achievements during the traditional Red Dot Gala in Essen’s opera house. Afterwards, all products will be presented in the four-week winner exhibition ‘Design on Stage – Winners Red Dot Award: Product Design 2014’ in the Red Dot Design Museum Essen. Surrounded by the historical industrial architecture of the UNESCO World Heritage Site Zollverein, they will be put in the spotlight against an impressive backdrop.

For more information, visit www.red-dot.de.



CHRISTIAN AND MICHAEL SIEGER RECEIVES LIFETIME ACHIEVEMENT AWARD IN LONDON

The ceremony for this year’s Designer Kitchen and Bathroom Awards was held in the Pavilion at the Tower of London on 14 November 2013. Two Germans had particular cause to celebrate: Christian and Michael Sieger, Managing Directors of the agency sieger design, were recognised with a lifetime achievement award.

The presentation took place in a ceremonious atmosphere with over 400 guests in front of the Tower of London, a truly evocative location. The awaited Simon Taylor Award for Lifetime Achievement, the final prize was presented to the two brothers at around 4.30 pm CET.

“Generally speaking, an award is something tremendously positive. To receive a lifetime achievement award, however, is surprising- nay shocking at first,” said 47-year-old Christian Sieger as he began his speech.

“Of course, we’re also delighted that – in collaboration with our partners – we have been able to help reshape the sanitary industry with new innovations and inspire people along the way,” added younger brother Michael.

Just an hour earlier, an agency development, Sensory Sky by Dornbracht, garnered the Innovation in Design Award. sieger design has been working with the sanitary industry since 1981. The partnerships with Alape, Dornbracht and Duravit (all of which date back to the 80s), remain successful to this day. Earlier in 2013, some of the agency’s trendsetting





designs were featured at ISH in Frankfurt, the sector's leading international trade fair. To date, some 200 design prizes have been bestowed upon the company.

The award, which is organised by British magazine designer kitchen & bathroom, has been given to internationally renowned designers for the past eleven years. The judging panel is made up of assorted experts from the fields of bathroom and kitchen design, architecture, retail, and interior design. Last year, American Karim Rashid accepted the lifetime achievement award.

For more information, visit www.seiger-design.com.

AXOR STARCK ORGANIC LAUNCHES IN SINGAPORE

September 2013 marked the much-anticipated launch of the Axor Starck Organic collection in Singapore, which was designed by renowned designer Philippe Starck. 'Follow your head and your heart', the collection's tagline, suggests that there were two key elements in the unique collection – the head and the heart. During the launch, the Hansgrohe showroom in Singapore was decorated according to the theme, with a head and a heart booth respectively.

'Follow your head' represents the eco-friendly, organic and logical aspect of the collection. The Axor Starck Organic mixer comes with a pioneering low flow rate of 3.5 litres per minute, making it a very eco-friendly and sustainable mixer. It also includes an interesting operating concept where the temperature control is positioned at the top of the mixer while water volume is controlled at the lower end of the mixer at the spout.

At the booth, the media was engaged in the unique and eco-friendly activity of creating their own terrarium, a mini garden in a jar and a closed environment that illustrated how an ecosystem worked. Organic and sustainable



gardening and the different natural processes inside the terrarium, aptly reflected the 'Follow your head' aspect of the collection.

'Follow your heart' refers to what initially inspired Philippe Starck when he designed the Axor Starck Organic mixer. What inspired him was an organic shape, and he followed through with it by sketching from that one source and eventually settling on a proper design of the mixer, allowing himself to follow his heart during this process. The booth was a candy corner, where the media was able to customise their personal candy in a bottle. This allowed them the opportunity to display their own creativity by 'following their heart'.

In addition, there was another fringe station, set up by Origins that provided a relaxing

arm massage. An ideal partner to bring in for the event, Origins, which is known for their organic skincare products, provided hand massages and relaxation tips for the press.

Managing Director of Hansgrohe Singapore, Mr KC Lee, gave a welcoming speech. This was followed by a presentation by Marketing & PR Executive of Hansgrohe Singapore, Ms Zen Law, who explained the special features and functions of the collection in detail. The much-anticipated collection was then unveiled shortly after the presentation.

Consisting of more than 40 products, Axor Starck Organic is a modern collection that can harmoniously blend into any ambience. The products range from basin mixers, to exposed and concealed products, as well as accessories for the bathroom. The media was invited to take a closer look at the collection and personally experience the functional mixer. They were encouraged to try the sensual shower spray emitting from 90 nozzles and also turn the handle to its second snap-in position, where they would get a higher flow rate of five litres per minute. The mixer's unique characteristics have already won some awards such as the Red Dot design award and the Interior Innovation Award.

In the evening, Hansgrohe celebrated Oktoberfest, an event that specially catered to their trade partners. 140 guests from the real estate development, hospitality and design industry were in for a night of German beer, bratwurst sausages and games. In addition, a famous Swiss Alpines Lions band also played for the crowd.

The event also had a focus on Axor Starck Organic where guests were invited to play Spin the Wheel and answer questions related to the collection. Guests who answered correctly walked away with a prize while those that did not had to do a forfeit. There was also a Slide the Beer game, where the participants had to slide a mug of beer across a 15-foot long table without any spillage.

The event ended with a special lucky draw segment where 20 lucky guests walked away with attractive Hansgrohe and Axor products. A lucky guest walked



away with the envious first prize, an Axor Starck Organic mixer.

Within the international Hansgrohe Group, Hansgrohe is the premium brand for bathroom and kitchen fixtures, showers and shower systems as well as thermostat and plumbing technology. Winners of numerous awards throughout the world, the brand's products stand for modern technologies, innovative design and a superlative level of functional quality.

This explains the success of the brand as a market leader in the shower segment and as one of the leading manufacturers of fixtures. With inventions such as the shower bar, adjustable spray types, the QuickClean function, the AirPower or the EcoSmart technology, Hansgrohe is regarded as one of the leading innovators in the international sanitation industry.

Axor, the designer brand of Hansgrohe SE, successfully realises "Designer Visions for Your Bathroom". In cooperation with Axor, leading product designers, architects and interior designers develop their vision for the bathroom as a living space. The Axor collections offer a great number of unique and sustainable solutions to create personalised bathrooms of the highest aesthetic and technological levels.

To date, Axor collections have been created by Phoenix Design, Philippe Starck, Antonio Citterio, Jean-Marie Massaud, Patricia Urquiola as well as Ronan and Erwan Bouroullec. They all contribute towards making life in and around the bathroom a little more meaningful and beautiful. The Axor brand is headed by Philippe Grohe.

For more information, visit www.head-and-heart.com.

COLOURLIVING LAUNCHES DORNBRACHT'S INNOVATIVE SPA SERIES IN HONG KONG



(From left to right) Mr William Lau Jr., Commercial Director of B.S.C Group, Mr William Lau, Chairman and Managing Director of B.S.C Group, Mr Andreas Dornbracht, Managing Director & CEO of the Dornbracht Group, Ms Denise Lau, Executive Director of colourliving, Mr Ingo Schweder, CEO of GOCO Hospitality, Dr Christine E. Bruckner, Chair of the AIA International Committee, Mr Wolfram Quast, General Manager of the Dornbracht Group APAC

Colourliving, the trendsetter in luxury bathroom and furniture, proudly presented Dornbracht's award-winning luxury spa series Sensory Sky and Foot Bath at an exclusive product preview in Hong Kong in November 2013. The leading lifestyle store also played host to an interactive panel discussion session with Mr Andreas Dornbracht, Managing Director & CEO of the Dornbracht Group and Mr Ingo Schweder, CEO of GOCO Hospitality. The session, facilitated by Dr Christine E. Bruckner, Chair of the AIA International Committee, focused on the evolving clientele of the spa industry, as well as the opportunities and challenges posed by digitalisation in the domain of quality living and lifestyle enhancement.

"colourliving is privileged to be exclusively partnering with Dornbracht to launch their innovative Spa Series. The world-renowned brand Dornbracht is best known for high quality, sustainable aesthetics, and timeless bathroom and kitchen designs. They are an on-going source of fresh inspirations while advancing in innovation and technology," commented Executive Director of colourliving, Denise Lau.

With Sensory Sky, Dornbracht makes showering a unique experience that stimulates all the senses. Different types of rain,

fog, light and fragrance complement one another to create complex choreographies inspired by weather phenomena and the moods of nature, which are produced using high-quality natural essential oils and balms. Sensory Sky combines technological complexity with minimalistic design. The wide and flat rain panel has separate shower fields with a head sprinkler, body sprinkler and rain curtain, a cold-water fog nozzle and light and fragrance functions. Controls are easy and convenient to use thanks to Smart Tools – a digital system Dornbracht developed on the basis of Smart Water technology.

Individuals' needs determine how they design the spaces, in which they carry out their daily activities. The focus is on function: from cleansing, to cosmetic applications and even prevention against ill health. The aim is to develop better, more intelligent and more specific forms in the presentation of water. The new specialised outlet for Foot Bath is precisely tailored to the needs of this respective activity space: the retractable faucet on the unit is particularly well suited for applying water to the calves.

Dornbracht's Innovative Spa Series, Sensory Sky (Retail list price HK\$472,000) and Foot Bath (Retail list price HK\$165,000), reflect the new view of the brand, and demonstrates how the

wealth of technological options can be transposed to the bathroom with more convenience, benefits and individuality. CEO Andreas Dornbracht explains, "In the process, we have monitored the demand for innovative products and intelligent solutions."

colourliving, renowned as the trend-setter in the industry, sets new standards in quality home living and lifestyle enhancement. Embedded in colourliving's corporate philosophy is the commitment to bring individuality, well-being and tasteful lifestyle into Hong Kong's kitchens and bathrooms through tip-top quality products and services at all times.

Spanning over 20,000 square feet across three floors, colourliving is Asia's first-of-its-kind lifestyle store that features trend-setting kitchen and bath offerings, stylish home furnishings and accessories.

For more information, visit www.colourliving.com.



Mr Andreas Dornbracht, Managing Director & CEO of the Dornbracht Group demonstrates the Foot Bath for guests

LAUFEN PRO RIMLESS WC



Dirt and deposits no longer have anywhere to hide, as the bowl of the new Laufen Pro Rimless WC has no rim. Instead, thanks to an innovative and powerful flushing system, everything is flushed cleanly away. This includes both the 6/3-litre version and the 4.5/3 litre version. Both public toilets and private bathrooms can benefit from the easy cleaning and great hygiene of this system.

Marketed by Roca Singapore. For more information, visit www.laufen.com.

KEUCO IMPRESSES WITH COLLECTION MOLL



The range of new fittings and accessories of Keuco's Collection Moll offers a wide choice for all areas of the bathroom. It includes products for private and guest bathrooms as well as for bathrooms in commercial enterprises. A harmonious and elegant design characterises the collection. A brilliant chrome finish and solid materiality make the high quality of the fittings and accessories eminently tangible.

Gently rounded corners and lines combined with linear forms shape the face of the fittings and accessories of Keuco's Collection Moll. This particular design feature can be seen throughout the entire series- where the formal and the organic merge into one. The unobtrusive, sleek design gives the

collection a lightless and timeless beauty that bears the signature of Reiner Moll of .molldesign, Schwäbisch-Gmünd, and which harmonises with numerous Keuco washbasin and furniture ranges.

The fittings of Collection Moll impress through their high level of 'Made in Germany' quality, and through their attractive design. In addition to durable technology and a design style that can be combined in many different ways, the on-wall fittings are also characterised by functional elements. They therefore, offer useful storage space for bathing and showering utensils near the bathtub or in the shower.

The product diversification of the Collection Moll offers a wide range of attractive bathroom fittings. Even for hanging up towels, the segment ranges from the classic double towel bar to a simple towel hook via a chic single-armed towel rail or stylish towel ring. Even the toilet paper holder is available with or without a lid. In addition, every product is emphatic. The towel ring, for example, is made entirely in one piece and its seamless aesthetic quality stands out. Maximum functionality and attention to detail are the special features of the collection. The excellent toilet brush set demonstrates this, in which the brush hangs in the brush holder.

The sponge basket, with its integrated, retractable shower squeegee, demonstrates what aesthetically technical innovations could look like. After use, the shower squeegee disappears into the sponge basket, which is open at the bottom so water can drain away. The high quality and sturdy removable plastic inserts of all sponge basket models are hygienic, durable and easy to clean. Solutions for the guest bathroom, such as the matching fittings and accessories complete the assortment of the Collection Moll. For the commercial sector, the extensive collection also offers a compact yet elegant paper towel dispenser with matching waste bin.

For more information, visit www.keuco.com.

VICTORIA + ALBERT INTRODUCES THE FREESTANDING CABRITS BATH

Promising a revolutionary bathing experience, the freestanding Cabrits bath from Victoria + Albert Baths blends modern art and ergonomics to create a unique design that is contoured to fit the body. Through its state-of-the-art bath invention, the Cabrits is elegantly curved to form a connection at the hips between the bather and bath, independent of feet position. This offers plenty

of room for the user's legs to be fully extended and relaxed.

Traditionally, support is achieved through the bather's feet reaching the short end of the bathtub to control their body in a relaxed position. However, in larger baths suitable for taller people, this can result in smaller bathers feeling unstable.

Through the use of a raised bathing well feature in the centre of the bathtub, a new design solution has been achieved to overcome the diversity of bathers' support requirements.

A notable side effect of this new design is that the bath has two low ends, and therefore two plugs. It is also considerably quicker to fill than an equivalent bath of 174 cm long due to the special shaping around the bather's thighs being cut away that reduces volume to a maximum of 176 litres.

Perfect for all compact bathrooms, the unique shaping of the bath makes the most of space visually, revealing more room around and under the bathtub. Its low profile also makes it ideal for parents with young children.

In maximising the bathing experience, the Cabrits bathtub has been specially crafted to enhance support for bathers of all sizes, providing supreme comfort, coupled with exquisite styling. Made from Quarrycast, a unique naturally white material rich in volcanic limestone, Cabrits is warm to the touch and maintains water temperature for longer thanks to its insulating properties.

Victoria + Albert is a British company with a worldwide reputation for creating beautiful freestanding baths, basins and brassware. The group has offices in Australia, Spain, USA, Canada, South Africa and the UK (head office).

For more information, visit www.vandabaths.com.



LAUNCH OF SINGAPORE GOOD DESIGN MARK TO PROMOTE GLOBAL QUALITY STANDARDS FOR BUSINESS COMPETITIVENESS AND GROWTH



Guest-of-honour Mr Robert M Tomlin, Chairman of Dsg (Middle) with Mr Tai Lee Siang, President of DBCS (Right), activating the crystal ball to officially launch the Singapore Good Design Mark on 29 October 2013 at the National Design Centre. On the right of Mr Robert M Tomlin is Mr Jeffrey Ho, Executive Director of Dsg.

“Design has much potential to transform society and the economy through innovation. With the launch of SG Mark, we want to enable a new level of awareness about the importance of design as a driver of products and services growth in Singapore. Without abundant resources and a low-cost base, the Singapore economy has to innovate to produce regional and global champions,” said Mr Tai Lee Siang, DBCS’ new president.

Mr Tai Lee Siang, President of the Design Business Chamber Singapore (DBCS) and Mr Robert M. Tomlin, Chairman of the DesignSingapore Council (Dsg), launched the Singapore Good Design Mark (SG Mark), a benchmark of good design and quality, in 29 October 2013.

“By collaborating with JDP- a world-renowned and well-respected champion of good design, we believe that SG Mark will be able to increase competitiveness and make significant long-term contributions to the smart, sustainable and inclusive growth of Singapore products and services and the pursuit of a better quality of life for all in the community,” added Mr Tai.

Modelled after Japan’s prestigious Good Design Award (G Mark) and managed by DBCS in co-operation with the Japan Institute of Design Promotion (JDP), the SG Mark will have the same stringent standards set by Japan’s Good Design Award.

Dsg had engaged Design Business Chamber to work within the framework of the Memorandum For Cooperation on Design Collaboration and Exchange between the then Ministry of Information, Communications and the Arts of the Republic of Singapore and the Ministry of Economy, Trade and Industry of Japan.

“We are pleased that the Design Business Chamber Singapore has adapted the framework established by the DesignSingapore Council and will be taking on the management of the Singapore Good Design Mark and Award,” said Mr Jeffrey Ho, Executive Director of the DesignSingapore Council.

Global Recognition of Design Excellence and Quality Standards

As a symbol of design excellence, the SG Mark serves as a unique promotional launch pad for organisations to showcase their design excellence and their accomplishment as a design and innovation leader.

The SG Mark also acts as a brand extension to organisations with new or locally-designed products and services awarded with the credible design standard. These organisations can thus achieve greater recognition for their products and services and sharpen their competitive edge in local and international markets.

With the same globally-stringent design standards aligned with the Japanese G Mark, consumers and businesses are better able to differentiate good designs accredited with the SG Mark and be assured of its quality and design standards as well.

Eligibility and Judging Criteria

To be awarded annually, the SG Mark will be accredited to winning products and services with outstanding designs under three categories. These include: Lifestyle, Personal (Business-to-Consumer), Industry (Business-to-Business) and Public Services such as Education, Research, Medical among others.

Entries submitted for the SG Mark will go through a comprehensive evaluation system by a judging panel comprising of reputed designers, representatives from relevant government agencies and organisations with successful design track records. Entries for the SG Mark will be assessed on a list of criteria that includes Empathy, Value, Inspiration, Ethics and Responsibility, Sustainability and Progress. Entries that have been awarded with the SG Mark will be announced in March 2014.

Design Forward

Design will be increasingly relevant to Singapore’s long-term economic growth as the nation shifts its gear in view of its



Mr Jeffrey Ho, Executive Director of Dsg (Left) with Guest-of-honour, Mr Robert M Tomlin, Chairman of Dsg (Middle) and Mr Tai Lee Siang, President of DBCS (Right) at the Official Launch of the Singapore Good Design Mark on October 29th at the National Design Centre.

slowing workforce growth and the increasingly complex global economy. The design sector contributed about SGD\$4.1 billion to the Singapore economy in 2011. This is expected to increase in the coming years as businesses are recognising the value of design to enable innovation and productivity and become more competitive.

“In the last three years, the DesignSingapore Council has been training and providing assistance to businesses to use design for innovation and productivity through training programmes offered by the Design Thinking and Innovation Academy and schemes such as the Design for Business Innovation Grant,” said Mr Jeffrey Ho.

“We are seeing more companies adopt design in their business and product offerings to differentiate themselves from competition. So the launch of the SG Mark is timely to recognise and enhance the credibility of well-designed products and services as well as the companies behind the creations.”

Moving forward, DBCS, a multidisciplinary design association, will be introducing a slew of outreach programmes for enterprises and the next generation of design professionals and advocates, as well as initiatives that will represent and bridge the organisations from Singapore and overseas in the various diverse design fields to drive business growth.

DBCS also plans to encourage the seamless blending of technology and design to inspire the next generation of world-class designers and help raise the professional standards and talent development of the Singapore workforce.

For more information, visit www.sgmark.org.

MCE 2014'S FIRST INTERNATIONAL ROAD SHOW HITS THE BULL'S EYE



The first European tour event of MCE, *Mostra Convegno Expocomfort 2014*, the biennial international exhibition dedicated to residential and industrial installations, air-conditioning and renewable energy, scheduled for 18 to 21 March 2014 at Fiera Milano, ended in Warsaw earlier in 2013.

The Roadshow tour started out in Istanbul the cornerstone of Turkey economy, and then moved on to Frankfurt, a point of reference for all sectors of MCE and the most important financial centre in Germany. It wrapped up in Warsaw, one of the most dynamic big-city centres in Europe that relies on a strong domestic market.

The three Roadshow stops have been not only the backdrop to promote MCE in foreign countries, but also an opportunity to examine carefully the current economic situation in Europe, the ongoing changes and their future impact on economic relations.

"The first European tour event underlined the strong partnership between MCE and Orgalime, the European Association. Orgalime speaks for 34 trade associations representing companies in the mechanical, electrical, electronics, metalworking and metal articles industries of 22 European countries," said Massimiliano Pierini, Business Unit Director of Reed Exhibitions Italia

Members of Orgalime include ANIMA (Federation of Italian Associations of Mechanical and Engineering Industry), and ANGAISA, (Italian Dealer Association for Plumbing and Sanitary Equipment, HVAC, Flooring, Tiles and Bathroom Fixtures and Fittings), founding member of FEST (European Federation of Sanitary and Heating Wholesale trade).

Pierini explained that this was an important choice as the key players at MCE offer an exhaustive overview of manufacturing and distribution arms.



"MCE is the result of a complex jigsaw puzzle of having the right piece in the right place. It is an unparalleled showcase providing a full panorama of best-in-class products in terms of innovation technology on one side, and a unique opportunity to identify new distribution and business models on the other side. Our objective is, as usual, to work in teams for bringing together supply and demand," added Pierini.

More than 1,200 companies have so far signed for the show, 36 per cent of the space were re-booked by foreign exhibitors from 51 different countries, while an overall 85 per cent of the display area have been sold out. The highlights in the manufacturing and distribution industries include the four macro sectors namely heating, cooling, water and energy.

MCE Roadshow

A complete overview of the market offers companies and professionals participating in the event an invaluable opportunity to get to the core of the four thematic areas of MCE 2014: Heating, Cooling, Water and Energy.

The international Roadshow tour is part of a pathway providing a range of initiatives. It takes place during the interval between one edition of the exhibition and another. It is a unique occasion to encounter leading figures from the field of entrepreneurship and undertake promotional activities.

The next event took place in Rome with the third stop of the Italian Roadshow dedicated to 'Comfort Technology: Design, Installation as integration of energy efficient systems for plants and urban areas'. It was an opportunity for educational and professional upgrading on the key issues facing MCE 2014.

Mostra Convegno Expocomfort is an international biennial exhibition dedicated to residential and industrial installations. These include heating, air-conditioning, refrigeration, hardware,

valves, sanitary technology, the bathroom, water treatment, tools, renewable energy sources and services. Mostra Convegno Expocomfort is owned by Reed Exhibitions, the world leading organiser of exhibitions, trade shows and conferences, whose current portfolio includes 500 events in 42 countries with an overall attendance figures of over 7 million participants in 2012.

Reed Exhibitions has 34 branches worldwide serving 44 industry segments, as well as a network of offices and promoters all over the world. Established in 1960 as Italy's first trade exhibition, MCE has been a leader in the sector for more than 50 years thanks to its proven ability to follow the evolution across the reference markets, creating opportunities for technical, educational and political exchange and discussion.

For more information, visit www.mceexpocomfort.it.



INTERIOR LIFESTYLE TOKYO RETURNS FOR ITS 24TH EDITION IN 2014



With record-breaking success in the previous year, the fair will increase attraction by offering various highlight events. Interior Lifestyle Tokyo is preparing for its 24th edition, which will be held from the 4 to 6 June 2014 at the Tokyo Big Sight West Halls 1 to 4 and the Atrium. Interior Lifestyle Tokyo is Asia's number one consumer goods fair and is based on two of Messe Frankfurt's largest annual fairs in Frankfurt, Germany. These include Ambiente, the world's largest consumer goods fair, held annually in February, and Heimtextil, the biggest international trade fair for home and contract textiles that is held every January.

Through Messe Frankfurt Group's global network, Interior Lifestyle Tokyo has established itself as an invaluable platform and destination for buyers and sellers involved in the worldwide consumer goods industry.

In 2013, the fair welcomed a record-breaking 705 exhibitors: 473 domestic and 232 overseas from 32 countries and regions, reflecting the show's international popularity. There were 25,456 visitors (24,728 domestic and 728 overseas) from 35 countries and regions in total, searching for the latest high-end design products, trends and new

lifestyle ideas. Many exhibitors expressed their satisfaction by commenting that they met many visitors with strong interest in their quality items.

The 2014 edition of Interior Lifestyle Tokyo is planning further highlights and events. The Atrium Highlight, which will be presenting themed exhibits, has been one of the most popular showcases at the fair.

'Welcome to my home!' is 2014's theme which aims to suggest ideas and styles for various gatherings and other social occasions through exhibited items such as kitchenware, food and beverage, design furniture, electronics, textiles and other decorative items. This area will also introduce visual store displays, which could become an inspiration for creating attractive retail interiors.

Another highlight will be 'Japan Style', a zone that introduces designer products reflecting genuine Japanese culture. The exhibited products in this zone not only highlight traditional Japanese beauty, but also reflect authentic and modern Japanese culture. 'Next' and 'Talents' are also must-see showcases that offer business opportunities to young talented designers and entrepreneurs.

For more information on Interior Lifestyle Tokyo, please visit www.interior-lifestyle.com.

SCHNEIDER ELECTRIC ADVOCATES COLLABORATION IN SINGAPORE'S JOURNEY TO BECOME A SMART CITY

Schneider Electric, the global specialist in energy management, opened its doors in October 2013 for the Singapore leg of the company's Xperience Efficiency Event. Xperience Efficiency is a series of global events that brings together governments, businesses, and communities to collaborate and share knowledge in solving energy and sustainability challenges. The Singapore event tackled the main issues around making the city-state smarter to cope with the urban challenges of the future.

"With Singapore targeting a population growth to 6.9 million by 2030, maintaining our high standard of living will require a profound transformation of existing models; tackling it collectively, through the involvement of city officials, local and global businesses, academia and most importantly, citizens," said Ang Koon San, Country President, Schneider Electric Singapore and Brunei.

"While smart cities may seem like a complex, futuristic concept, it is already here and every individual and household plays an important role in its creation. We want to lead this space, with events such as Xperience Efficiency bringing together stakeholders and fostering partnerships – such as our collaboration with BMW to create smart mobility solutions – that are crucial to building a smart city. This event comes in a timely manner, with the government already taking steps in the same direction by introducing the Green Mark Scheme and the newly-minted Energy Conversation Act."

Xperience Efficiency addressed the key areas around Singapore's journey and transformation into a smart city throughout breakout sessions during the two-day event. These include fostering partnerships between the various stakeholders, and the integration of smart homes, public services, transportation, the energy grid, buildings, and IT. Xperience Efficiency is a 'live' and tangible experience of Schneider Electric's latest Smart Cities and energy management answers and innovations.

One highlight was a live viewing of the company's Integrated Cities Management system from Barcelona,



which demonstrated how a common platform could be used to integrate the various city systems for efficient overall management and continuous improvement.

Through the gathering of key stakeholders from around Singapore, Xperience Efficiency will be a catalyst for collaboration that drives change and propels Singapore towards becoming a future-ready smart city.

As a global specialist in energy management with operations in more than 100 countries, Schneider Electric offers integrated solutions across multiple market segments, including leadership positions in Utilities & Infrastructure, Industries & Machines Manufacturers, Non-residential Building, Data Centres and Networks and Residential markets.

Focused on making energy safe, reliable, efficient, productive, and green, the Group's 140,000 plus employees achieved sales of 24 billion Euros in 2012, through an active commitment to help individuals and organizations make the most of their energy.

For more information, visit www.schneiderelectric.com.sg.

ASIA'S LARGEST GREEN SHOW BUILD ECO XPO (BEX) ASIA COMMITS TO WALKING THE TALK

One of the Asia region's most established green events, Build Eco Xpo (BEX) Asia, has walked the talk with a series of green initiatives to lead the way for a sustainable MICE sector for Singapore.

The effort to green the event covers various aspects such as energy consumption, resource and waste, and green procurement practices. Recognising that sustainability cannot be a solo effort for an event of this scale, the organiser of BEX Asia, Reed Exhibitions worked closely with partners and stakeholders such as service providers, exhibitors and visitors for a concerted green effort.

"Our vision for BEX Asia is not only to provide a business platform for the green building industry but also to be a green event ourselves. The process of greening the event is akin to greening a building; from choosing a green venue to ensuring the best green practices, down to the last detail of ensuring water is served in glasses instead of plastic cups at the event," said Ms Louise Chua, Project Director of Reed Exhibitions.

"BEX Asia is not only an ideal platform to share green ideologies and sophisticated green technologies for the built environment, but we hope to exemplify how simple green initiatives can be adopted to make a difference. We believe that every effort, however small they may seem, helps contribute to the move towards a greener world."

Reed Exhibitions' efforts to make the event green, amongst others, include selecting a green venue such as Marina Bay Sands and going paperless. Users are able to download the event's e-catalogue by scanning the QR code and download the show directory on the BEX Asia website.

Other efforts include reducing waste by working closely with partners like Kingsmen by using recyclable panels to construct the booths, encouraging visitors and stakeholders to reuse lanyards and removing aisle carpets at event venue. The event also commits to eco-friendly alternatives whenever possible.

A truly holistic and all-encompassing green show

BEX Asia, which is into sixth year, was held in conjunction with the International Green Building Conference (IGBC) 2013, the inaugural World Engineers Summit (WES) 2013 and World Engineering Expo (WEE) 2013. This strategic move has made it a truly holistic and an all-encompassing green show.

BEX Asia was graced by notable figures in the Singapore government. Guest-of-honour Mr Teo Chee Hean, Deputy Prime Minister and Coordinating Minister for National Security and Minister for Home Affairs officiated the joint opening ceremony. Dr Maliki Bin Osman Mohamad, Minister of State, Ministry of Defence and Ministry of National Development, Dr John Keung, Chief Executive Officer, Building and Construction Authority, Professor Chou Siaw Kiang, President, Institution of Engineers (Singapore), and Eng-Adel MMJ Al-Kharafi, President, World Federation of Engineering Organizations (WFEO) were also in attendance.



Mr Liew Kwong Chin, Strategic Business Leader of Trane Distribution Pte Ltd said: "It is truly strategic to co-locate these events, moving in line with the industry trend to embrace an integrated green approach. The synergies and scale offered by BEX Asia to businesses like ours are truly immense and unrivalled."

300 companies from 35 countries showcased their latest technologies and products, an eight per cent increase from last year's record of 282 companies from 28 countries. Records were also set on two fronts. There was an increase in attendance-10,000 from the 8,000 in 2012 while on-site sales volume grew from US\$8,000 in 2012 to US\$10,000 in 2013. Local and international firms that joined the comprehensive list of returning exhibitors include Camfil (Singapore), Daisen (Italy), Hoffsetter (Switzerland), Pinnacle LGS (UK), PT. Duta Sarana Perkasa (Indonesia) and Stonrich (Singapore).

Growing against the backdrop of a rosy industry outlook

The growth at BEX Asia 2013 is an indication of the rosy regional industry outlook fueled by a growing green consciousness among governments, organisations, companies and individuals.

The Singapore government is taking the lead with its green initiatives, lending a strong push to the industry. For instance, the second Green Building Masterplan introduced in 2009 with focus to green the large stock of existing buildings by 2030 has created a strong demand for green products and solutions. With the third Green Building Masterplan announced at the official opening of BEX Asia 2013, the green industry can expect an unprecedented level of interest for green products by landlords and developers to meet the new targets.

Not forgetting other Asian countries that are wakening to the global call for sustainable development, Asian countries that have joined Singapore in the green movement include Thailand and the Philippines. Thailand has its 'Low Carbon City' initiative, which aims to help achieve reductions in GHG emissions and catalyse this shift to a low carbon society. Meanwhile, the Philippines is introducing green initiatives that will serve to enhance the quality of life for its citizens.

For more information, visit www.bex-asia.com.

BLACK & EDGY



VARIO COOKTOP 400 SERIES

marketed by **GAGGENAU**
www.gaggenau.com

The Gaggenau VARIO COOKTOP 400 SERIES features advanced professional-standard technology for private kitchens. For the first time, cooktops with widths of 38 cm to 90 cm can be freely combined and snugly fitted side-by-side. They are flush-mounted or surface-mounted with a visible surround. The front-mounted controls in solid stainless steel underscore the iconic design language.

ALINE

marketed by **VESTEL BEYAZ ESYA SAN. VE TIC. A.S.**
www.vestel.com.tr

The ALINE dishwasher stands out for its bold colour scheme, and clear and pure glass front. The glass front is available in different colours and can be integrated in the kitchen in various ways. The *red dot award: product design 2013* winner's chrome coated, slim profile underlines an elegant appearance. In addition, the most frequently used controls are arranged on the tiled panel while other elements are hidden on top of the door.





WMF LINEO

marketed by **WMF CONSUMER ELECTRIC GMBH**
www.wmf.de

Recognised with the *iF product design award 2013*, the WMF LINEO breakfast set includes a coffee machine, kettle and long slot toaster. The breakfast set brings innovation and classic design to the kitchen by combining technology with quality craftsmanship. The set was designed with value, performance, and ease of use in mind. Lineo features one-of-a-kind cylindrical shapes, clean lines and high-end materials such as stainless steel and Cromargan.

AERIAL HANDSHOWER

marketed by **W.ATELIER PTE LTD**
www.watelier.com
asia.toto.com

The AERIAL SHOWER was specially designed to make the showering experience more enjoyable. It infuses air into each water droplet by drawing air in through the showerhead, the benefits of which are two-fold. The aerated water produces enlarged droplets that fall gently, caressing the skin and the enlarged droplets increase the volume of the shower, without any increase in water consumption. Additionally, the shower features the Cascade Flow technology, which produces a broad band of water reminiscent of a small waterfall.





ILBAGNOALESSI DOT (BLACK)

marketed by **ROCA SINGAPORE**
www.laufen.com

In the bathroom concept ILBAGNOALESSI DOT by Laufen, the intention of the designer was: to fathom to what extent architecture could still benefit contemporary design. In ILBAGNOALESSI Dot (Black), the unity of design of the washbasin is further enhanced by the uninterrupted perfection of the ceramic surface. ILBAGNOALESSI Dot (Black) also features the innovative Clou overflow system, which is mounted invisibly above the water outlet.

URBAN

marketed by **Roca**
www.roca.sg

Roca urbanises the bathroom space with the new URBAN washbasins and faucets. A modern, differentiated design, the Urban collection converts the bathroom into an exclusive cosmopolitan setting. These include a tour of four captivating city settings that leave a lasting memory- Barcelona, Berlin, New York and Shanghai.



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CASTAWAY III

by Marc Rutenberg Homes

Text and photos by **Marc Rutenberg Homes**

Zero Energy America is a project by Marc Rutenberg Homes to build four homes in the Tampa Bay Area at the extreme of green building. This meant building homes with net zero electric bills, while not compromising style and comfort. It took years of research, ingenuity and trial and error for the custom, luxury design & build firm to learn how to build these homes. The Castaway III Model is the first of the Zero Energy America homes opened to the public, not just as a showcase of the firm's work, but also as a demonstration of Zero Energy and Extreme Green building in a 4,552 square foot luxury home. The firm is currently producing the documentary PBS Zero Energy America to share their experience and knowledge to the world.

The floors of the Castaway III is surfaced with a vein-cut travertine plank tile that begins from the outdoor loggia area and leads into the main living areas. Complementing this stone is a featured contemporary fireplace wall. The fireplace wall integrates a bio-fuel (ethanol) burning inset fireplace (that needs no chimney or venting) into a custom-fabricated limestone hearth with a split-face marble tile overmantle.

The vein-cut travertine planks continue towards the Children's Bath, where the threshold is marked by a change in the tile layout. The bathroom's layout was designed in such a way that the tiles were cut on-site, allowing the building team to reduce wastage of the travertine product. The bath has no painted drywall walls. Instead, a contemporary white tile was used as the dominant wall covering. Additional details include the Schluter shower system and exposed chrome trims at each corner. The combination of the Schluter installation and fully tiled walls allow the Children's Bath to be resistant to mold and mildew, and protected from subsequent degradation and repairs. This also provides the easy cleaning and maintenance of the bathroom.







Sustainability was also taken into account in product selection. This included the Eco by Cosentino countertop used at the vanity area that is produced from 75 per cent pre-consumer recycled content. Eco by Cosentino products have multiple third-party green certifications including GreenGuard Indoor Air Quality, NSF Hygiene and Sanitation, ISO 14001 manufacturing and Cradle-to-Cradle. Complementing this, the fully-tiled wall behind the vanity area is made of OceanSide Glasstile products which are made from post-consumer recycled glass bottles.

The Master Bath is the most aesthetically stunning space in the home. It features a dividing wall that seems to penetrate through the ceiling, an illusion made possible through a combination of construction technique and LED lighting design. The building team had a solution to the unique challenge posed by the finishing of the dividing wall. The Ann Sacks striated limestone product came in solid 12"x24" pieces, but as it was a natural product, the edges from one piece to another did not match up and some were extremely varied in depth. To resolve this, the building team hand-finished every joint between the piece on-site after

installation. Complementing the bath's feature wall is a silver travertine floor and a soft glass tile from floor to ceiling that covers the round shower walls, mimicking the shapes of a natural bamboo forest.

The Kitchen features a huge centre island with a generous workspace. The island countertop is a leather-finished Opera marble countertop. Soft to the touch with organic movement, the countertop is sharply contrasted by the bright white of the wall countertops and backsplash.



The Mudroom is more than a laundry room. Alongside a durable stone floor, are sophisticated concrete countertops that wrap two sides of the room. The custom-made countertop made by a local artisan was completed with the design specifications and the right percentage of recycled materials the firm had in mind. Working closely with a local artisan proved to be beneficial as it not only resulted in the production of an end-product that exceeded expectation, but also supports the local economy and reduces the carbon footprint of transportation.

A final highlight of tile and stone in the Castaway III is found outside. OceanSide Glasstile post-consumer recycled products resonate a vibrant splash of colour, both at the outdoor kitchen and pool. The Lanai and deck area is made of one continuous field of large-format travertine pavers that extends to the coping of the pool itself. The seamless transition from the deck to the coping of the pool not only created a contemporary effect, but it also reduced the home's energy consumption by reducing the heat island effect. However, this created small waste pieces that the building team creatively utilised to build a waterfall that is now the featured element of the home's outdoor area.

The Castaway III has achieved numerous green certifications including:

- LEED Platinum
- NGBS Emerald
- FGBC (Florida Green Building Coalition) Platinum
- ENERGY STAR new home
- Indoor AirPlus (pending)
- HERS Index: -15
- Florida Water Star (pending)
- Florida-Friendly Landscaping Gold

About Zero Energy America

Zero Energy America homes were built to meet and exceed the highest Green Building certifications available. To enforce the homes' compliance with Green certifications, Marc Rutenberg Homes is equipped with a LEED AP Homes on staff, unusual among home builders, who guided and policed the research and qualifications of every design decision and product in the project. This included energy efficiency concerns to important details such as verifying that every subcontractor that came into the project used LEED-compliant low VOC paints, stains, adhesives, grouts and sealers.

For more information, visit www.marcrutenberghomes.com.



HOUSE ON THE CLIFF

by Fran Silvestre Arquitectos

Text by **Fran Silvestre Arquitectos**
Photos by **Diego Opazo**

Project Details

Architects: Fran Silvestre Arquitectos

Location: Calpe, Alicante, Spain

Built Area: 242 square metre

Project Team: Fran Silvestre & María José Sáez (Principals in charge), María Masià, Adrián Mora, Jordi Martínez, José V. Miguel (Collaborator Architects)

Structural Engineer: David Gallardo

Building Engineers: Vicente Ramos, Esperanza Corrales & Javier Delgado

Interior Design: Alfaro Hofmann

Photos: Diego Opazo

Due to the steepness of the plot and the desire to contain the house on just one level, a three-dimensional structure of reinforced concrete slabs and screens adapting to the plot's topography was chosen, thus minimising the earthwork. The monolithic, stone-anchored structure generates a horizontal platform from the accessing level, where the house itself is located.

The swimming pool is placed on a lower level, on an already flat area of the site. The concrete structure is insulated from the outside and then covered by flexible and smooth white lime stucco. The rest of materials, walls, pavements, and the gravel on the roof all maintain the same colour, respecting the traditional architecture of the area, emphasising it and simultaneously underlining the unity of the house.





*"The harsh landscape and the monolithic, apparently floating concrete building appears in contrast, and yet related. The building expresses the peace and serenity of the region."
- red dot award jury*

“We like the virtue of architecture which makes constructing a house on air and walking on water possible. An abrupt plot of land overlooking the sea where doing nothing is the best thing to do. A piece that respects the land’s natural contour. Above a shadow, the house itself looks calmly at the Mediterranean. Under the sun, the swimming pool brings us closer to the sea and becomes a quiet cove. In the inflection point, the stairway proposes an evocative path and a garden in the basement.”

- Fran Silvestre Arquitectos



About Fran Silvestre Arquitectos

Fran Silvestre Arquitectos is a studio based in Valencia made up of a multidisciplinary group of architects founded in 2005 by architect Fran Silvestre. Influenced by Fran Silvestre, Alvaro Siza and the sculptor Andreu Alfaro among others, the studio’s projects take factors such as modulation, serialisation and light into account.

Since its foundation, it has focused on the development and implementation of small-scale projects such as The Atrium House (2009) and the House at the Mountainside of a Castle (2010). It also carries out multidisciplinary work while designing objects like the Alis chair. The firm’s projects have been published in international magazines of architecture and design such as Pencil, GG, GA Houses, On-Site, and AV3. Their projects have also been exhibited in notable museums and galleries of art and design.

In 2010, Fran Silvestre Arquitectos was awarded the MHK Prize (Berlín) for the project Casa del Atrio (Atrium House). They were also a finalist of Concurso internacional para la Fundación de Arquitectura Contemporánea de Córdoba for the project Casa en la Ladera del castillo (House on the Mountainside Overlooked by Castle). They have also been chosen by Fundación Caja Arquitectos to be part of the best Spanish architectural buildings of 2008-2009 catalogue. Recently, Fran Silvestre Arquitectos has been awarded the Red Dot Award: Product Design 2013 in the Architecture and Urban Design Category for the project, House on the Cliff.

For more information, visit www.fransilvestrearquitectos.com.

